

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1632

Washington, D. C.

May 11, 1957

Senator Bricker to be Guest Speaker at Spring Meeting of N.C.A. Directors

The Honorable John W. Bricker, senior Senator and former Governor of Ohio, will address the Board of Directors at the opening luncheon of its spring session, Thursday, May 23. Senator Bricker also will act for the Association in presenting a championship plaque to one of his constituents—Gary Marlin Bishop, 17, of Mt. Blanchard, Ohio, national winner of the 1956 Canning Crops Contest of the National Junior Vegetable Growers Association.

Senator Bricker, in his speech to the Directors, will discuss the subjects currently under Congressional consideration, that would affect businessmen.

A leading figure in Republican politics of his state and nation for many years, and Republican nominee for the vice presidency in 1944, Senator Bricker is a graduate of the Law College of Ohio State University, of which he is a trustee now, as well as of Defiance College and Franklin University.

Following graduation in 1916, Senator Bricker served as a First Lieutenant in the U. S. Army in 1917-18, and began practice of the law in Columbus, which he has continued there except when holding public office. He served four years as Assistant Attorney General of Ohio and three years on the State's Public Utilities Commission before he became State Attorney General in 1933.

He was elected Governor in 1939 and reelected for two more terms in the State House. He was Governor when his party ran him for Vice President in the 1944 campaign.

In 1947 he was elected U. S. Senator from Ohio and was reelected for a second term, which he is now serving. Senator Bricker serves on the following Senate Committees: Interstate and Foreign Commerce, Banking and Currency, Joint Committee on Atomic Energy, Joint Committee on Defense Production, and Republican Policy Committee.

N.C.A. President A. Edward Brown will be chairman of the Board sessions, and following Senator Bricker's address and his award of the plaque to young Bishop, will call for a re-

port of the N.C.A. Fishery Products Division and a presentation of the canner-grower relations problem by P. K. Shoemaker, Chairman of the N.C.A. Raw Products Research Committee followed by discussion of a proposed program. The Board will then consider the status of various current legislative measures affecting the canning industry, as presented by Jack Hemingway, Chairman of the Legislative Committee, Robert B. Heiney, of the N.C.A. staff, and Association Counsel H. Thomas Auster; and will take up the matter of plans and program for the 1958 Convention, under the discussion leadership of Vice President E. E. Burns, Chairman of the Convention Program Committee.

The closed executive session of the Board, as previously announced, is scheduled for 9 a. m. Friday, May 24.

Senate Group Approves Bill To End Fishery Exemption

The Kennedy Subcommittee of the Senate Labor Committee has approved, "without recommendation," a bill which would eliminate the overtime exemption for fish cannery workers contained in Section 13(b)(4) of the Fair Labor Standards Act.

The bill, S.1853, was introduced recently by Senator Kennedy (Mass.) for himself and Senator McNamara (Mich.). Senator Kennedy headed the subcommittee which heard public views on a variety of measures to amend the wage-hour law. His bill was intended as a compromise (see INFORMATION LETTER of April 13, page 157).

N.C.A. Points to Prices Received for Canning Crops

N.C.A. has pointed out to the Anfuso Subcommittee of the House Agriculture Committee, investigating food price spreads between the farmer and the consumer, that canning crops producers have fared better in the last ten years than producers of other foods.

The N.C.A. also pointed out that the farmer receives a lower share of the consumer's food dollar for each item in the USDA "market basket" except one—canned fruits and vegetables; that this has been possible only in an atmosphere free of marketing order controls, which have limited the returns to producers of other crops; and that canning crops producers have shared in the development of new markets for canned foods.

N.C.A. views were set forth in a letter and economic analysis, titled "The Canning Story," by Executive Secretary Carlos Campbell, which was submitted to the Anfuso Subcommittee on May 8.

The Anfuso Subcommittee opened hearings this week in its investigation of the difference between the prices received by farmers and the retail prices paid by consumers for food.

Mr. Campbell's letter to the Consumer Subcommittee was filed with the Consumer Subcommittee on the day following the appearance of Dr. Persia Campbell, consumer counsel to Governor Harriman of New York State. She asked that the Anfuso group study the impact of federal-state marketing order programs on the supply and prices of fruits, and vegetables. Mr. Campbell's letter approved this request, while pointing to the record on prices for canning crops produced and marketed without the burden of such restrictions.

Following are the texts of Mr. Campbell's letter and statement:

Dear Mr. Anfuso:

We found very interesting the testimony presented this morning at your subcommittee hearing by Dr. Persia Campbell, Consumer Counsel to Governor Harriman of New York. Dr. Campbell's statement, in our judg-

ment, points up an area of particularly worthwhile study—the effect of marketing order programs on the supply and cost of food to the ultimate consumer.

In this connection, we wish to call to the attention of your subcommittee the enclosed statement inspired by your current hearings, and which I have titled "The Canning Story." This statement explains the success of the free enterprise method of producing, processing and marketing fruits and vegetables for canning.

Dr. Persia Campbell alluded to the activity of consumer groups in the 1930's to develop standards and grades for canned fruits and vegetables. She stated that the effort met with strong opposition and she alleged that "there is less truly informative labeling today."

We would be pleased to have an opportunity to establish that through voluntary action, the canning industry is today supplying consumers with an ever-increasing total of label information about the various canned foods. Also, we wish you and your committee to know that the canning industry, on its own initiative, took the first steps toward the establishment of federal grades and standards of identity for food by seeking the enactment of the McNary-Mapes amendment (1930) to the Federal Food and Drug Law.

Following is the text of Mr. Campbell's analysis, entitled "The Canning Story":

THE CANNING STORY

"Housewives Share Food Cost Blame" * * * "The farmer's share of the retail cost of food products has dropped from a postwar high of 53 percent in 1945 to 40 percent in 1956." * * * "The cost of marketing food products has risen from \$9 billion in 1940 to \$34 billion last year. Much of the increase has gone into packaging and processing, and higher labor and transportation costs."

The above statements are quoted from a front-page article appearing in this morning's paper, reporting on the Congressional hearing now in progress.

Increases in retail prices of food occurring at the same time prices paid to farmers were going down has precipitated another Congressional inquiry. A consumer study committee, a subcommittee of the House Committee on Agriculture, was appointed March 14, 1957, to study and investigate, among other things, the cost of living, and, with respect to agricultural products, the share which the farmer gets of the consumer dollar and how it compares with the other costs, i. e., wages of labor, profits for middlemen, etc. The subcommittee, on April 15, 1957, submitted a report on "Food Cost Trends." Congressman Anfuso, chairman of the subcommittee,

when summarizing the report, stated, "The materials herewith are brought together as the background and the basis for this subcommittee's study of the reasons for rising food costs during a time when farm prices were declining." The report itself shows that during the past 10 years retail food prices have increased 16 percent while farm prices were declining 14 percent. Chairman Anfuso stated further that "We are hopeful, with the cooperation of people in the processing and marketing systems, to find ways of getting more nutritious food to city families for a smaller portion of their paychecks. Farmers would enjoy larger markets and will be greatly benefited, if ways and means can be found to reduce current marketing costs, improve efficiency, and increase consumption."

We in the canning industry feel that this is a study which, if conducted strictly according to approved research principles, is an admirable undertaking. The canning industry welcomes the opportunity to cooperate with Mr. Anfuso's committee. This preliminary report of the committee on "Food Cost Trends" was made from the analysis of statistical data published in government reports. The USDA Agricultural Marketing Service's "market basket" was used as the unit of study for the period 1947-56. This statistical series indicates that the average worker's family paid 5 percent more and farmers received 17 percent less in 1956 for the same kinds and quantities of food purchased in 1947. Attention was focused on certain of the food ingredients of the market basket, noting for example that the farm value of all ingredients used in the bakery products in the market basket declined 16 percent from 1947 to 1956, and the retail cost increased 31 percent.

The committee pointed out further that 80 percent of the increase in retail food prices during this period represented payments to marketing agencies including food processors, distribution agencies, etc., and, furthermore, that the farmer's share of the consumer's dollars paid for the market basket dropped from 49 to 40 percent. In other words, the farmer received approximately one-half of the consumer's food dollar in 1947-49 but by 1956 the farmer's share had dwindled to two-fifths of the consumer's dollar. There were some facts, however, that escaped the analysis who made up this report. For example, the farmer's share was less in 1956 than it was in 1947-49 for each and every food item included in the market basket except one—canned fruits and vegetables, which returned the same percentage of the consumer's dollar to the farmer in 1956 as in 1947-49.

This study, like many others seeking the answer to the question why farmers do not participate in the increases paid by consumers for food,

points to the fact that increases in marketing costs are responsible for the higher prices consumers have to pay for food, the result being that the farmer gets no more and in many cases gets less.

The committee, when discussing food marketing costs, points out that increased payments to marketing agencies represent payments for additional service as well as higher costs for the same services. In the case of the market basket, which is a comparable unit of food both in terms of the food items included and the services rendered in processing and distribution, the increase in processing and marketing costs for the whole basket was about 27 percent. It could also have been noted by the committee that the marketing margin increased for all but two groups in the market basket, fats and oils, and processed fruits and vegetables. For canned fruits and vegetables the cost of processing and all distributing costs averaged \$72.26 for the 1947-49 base, whereas in 1956 payments to processors and other marketing agencies for the same services on the same quantities totalled only \$71.88, a decline of 38 cents. In this connection it is significant to note that for the dairy products included in the market basket the 1947-49 marketing costs were \$77.49. By 1956 these costs had advanced to \$100.01, an increase of \$22.52. The marketing costs of some of the other food groups of the market basket increased even more.

Attention is called to the comparison between canned fruits and vegetables and dairy products because these two food groups are marketed under widely different marketing systems. Marketing agreements are used in the dairy industry, principally for fresh milk. Other government aids and supports characterize the marketing of most of the other dairy products. The canning industry on the other hand, receives no support from the government and marketing orders are not used except for one fruit item. It might be more nearly comparable to compare the fresh fruit and vegetable component of the market basket with the processed fruit and vegetable component. The fresh fruit and vegetable marketing costs during the base 1947-49 was \$61.72. For 1956, marketing the same volume cost \$79.73, an increase of \$18.01. There are, no doubt, many factors that have contributed to the increase in the marketing of fresh fruits and vegetables during the same period that the marketing costs of canned fruits and vegetables remained constant, in fact declined slightly. The fact does remain, however, that marketing orders are widely used for fresh fruits and vegetables, and not in canning.

It is interesting to note also how the farmers who produced these various items for the market basket fared. Dairy farmers received 54 cents of

each dollar spent for the dairy product component of the market basket in 1947-49, whereas in 1956 the farmer's share had declined to 46 cents. Fresh fruit and vegetable growers fared somewhat better than dairy farmers since their share of the consumer's dollar declined only 3 percentage points. Farmers who grew fruits and vegetables for processing, however, received the same percentage of the consumer's dollar in 1956 that they received in 1947-49.

It can hardly be contended that these advantages noted for processed fruits and vegetables are the result of canners and distributors of canned fruits and vegetables being any smarter than the processors and distributors of the other food components in the market basket. It is more likely that the holding down of marketing costs is a reflection of the keen competition that obtains in any industry not encumbered with inefficient monopolistic controls; either government or so-called self-help industry monopolies like marketing agreements.

Another reflection of the improved efficiency of marketing resulting from unhampered competition as it obtains in the canning industry, is the benefit that accrues to the farmer who grows the fruits and vegetables for canning. It has already been pointed out that the Department of Agriculture's market basket reports reveal the fact that the growers of fruits and vegetables for canning were the only farmers producing food for the market basket whose share of the consumer's dollar was as large in 1956 as it was nine years earlier. Another important advantage accruing to the farmer is the expansion in the market outlet for fruits and vegetables marketed through canning.

The U. S. Department of Agriculture reports that vegetables grown for processing averaged 5,487 thousand tons for the three years 1947-49. The 1956 crop of these same vegetables was 8,259 thousand tons, an increase of 50 percent in nine years. The population increase during that same period was only 15 percent. Thus, during this period, the market outlet for vegetables for processing has increased more than three times as rapidly as the population. Comparable data are not available for fruits produced for processing, but the increase in the canned pack of fruits exceeded the population increase.

Increasing the market outlet for a farmer's crop is not in itself the full measure of the improvement of the welfare of the farmer who grows vegetables for canning. Such improved welfare is usually measured in terms of income. Unfortunately, too much emphasis has been placed on a stabilized or parity price per unit of production as a measure of the farmer's welfare. Such a criterion is associated with a static agriculture.

Farmers who are interested in moving ahead and who have efficiency to sell are concerned with increased income. They want the opportunity to grow and market more and more tons of vegetables provided, of course, the efficiency with which that increased production is marketed gives them an expanded net income. Such has been the experience of farmers who have grown vegetables for processing during this period of study. The 1956 crop of vegetables for processing yielded an income of \$315 million at the farm. This compares with a farm income of \$213 million for the average of 1947-49 period. Thus the 1956 crop returned to the farmer a gross income of 148 percent of the income for the base years. When one takes into account the lower unit growing and harvesting costs which usually accompany the production of larger crops, it can be concluded that the percentage increase in the farmer's net income in 1956 was larger than the 48 percent indicated above.

Since the members of this committee are interested in improving the efficiency of marketing farm crops, increasing consumption of food and expanding the farmer's outlet for his production, it might be worth their while to reflect on the basic differences between the marketing of fruits and vegetables through canning under a free competitive system, and the marketing of other farm crops under various types of controls. Government aids, such as price supports, soil banks, etc., as well as producer monopolistic controls under marketing agreements, have one common short-sighted objective which is to raise the price to the grower now without any regard to his future welfare. Thus these control schemes tend to abnormally stimulate production and pay little or no attention to encouraging increased consumption of the food the farmer produces. This invariably leads to further stimulus of production with increased marketing headaches.

The system of marketing used by the canning industry is characterized by (1) maintaining freedom for the farmer to run his own business, to grow what crops he wants and in the amounts he chooses; (2) the freedom of the canner to work out his own marketing methods including processing and selling of the finished products; (3) freedom from monopolistic controls, with price determined by competition. It is recognized that free competition requires, among other things, an approximate equalization of bargaining power as between buyer and seller. This equalization in the canning marketing system is realized as between grower and canner, through a system of contracting at a time when the grower has ample other alternatives. Thus the factors of size and relative economic strength are not the factors that determine the price bargaining power.

Efforts to equalize bargaining strength through "the balance of power theory" inevitably leads to exploitation, to the eventual detriment of both groups involved. The canner's price to the grower, freely arrived at, provides the only production stimulus. The automatic checks inherent in this system tend to keep production geared reasonably close to demand.

A canner having freedom in his processing and marketing practices realizes that his success depends in large measure on holding his costs to a minimum and expanding his markets. Thus it is the very nature of the system under which the canner operates that forces him to utilize every possible means to increase consumption of his products and thus expand the market for the farmer's crops.

M. W. Baker

M. W. Baker, well-known to many canners for his years of service in charge of USDA inspection and regulatory activities, died in Westerville, Ohio, April 20.

Mr. Baker worked for USDA in Pittsburgh and later throughout Ohio as a federal-state supervisor of all fresh fruit and vegetable inspection work in that state. While in Ohio he developed inspection of canning crops and promoted inspection and standardization of processed foods in major canning factories in Ohio. Mr. Baker was placed in charge of all fruit and vegetable program operations in the Midwest in 1944, with headquarters in Chicago, and was transferred to Washington in 1946, first as Deputy Director and subsequently as Director of the Fruit and Vegetable Branch in charge of fresh and processed inspection work and market news and regulatory activities. He was retired in 1953.

Poultry Used in Processing

Poultry used in canning and other processed foods during the first quarter of 1957 totaled 49,975,000 pounds, ready-to-cook weights, compared with 48,662,000 pounds used in the same period of 1956, according to a report by the Agricultural Marketing Service of UDA.

	Jan.-March	
	1956	1957
	(thousands of pounds)	
Young chickens.....	3,429	4,048
Mature chickens.....	38,944	37,370
Turkeys.....	6,088	7,657
Other poultry.....	1	0
Total.....	48,662	49,975

1956 Pack of Black-eye Peas and Other Field Peas

The 1956 pack of canned fresh black-eye peas and other varieties of fresh field peas totaled 1,090,087 actual cases, compared with the 1955 pack of 2,170,826 cases, according to a report by the N.C.A. Division of Statistics.

Variety	1955	1956
	(actual cases)	
Black-eye peas.....	949,113	490,086
Purple hull peas.....	297,305	192,645
Field peas.....	538,591	172,948
Crowder peas.....	229,009	143,246
Cream peas.....	156,908	91,162
U. S. Total.....	2,170,826	1,090,087

By states, the 1956 pack of black-eye peas was:

State	1955	1956
	(actual cases)	
Ark. and Okla.....	215,860	162,042
Texas.....	670,899	273,828
Other states.....	62,345	54,216
U. S. Total.....	949,113	490,086

Trend in Vegetable Production Likely to Continue, USDA Says

The current trend in vegetable production—for more canned and frozen vegetables and less fresh vegetables—is expected to continue for the next five years, according to agricultural economists in the USDA.

Production of vegetables for canning will increase at about the same rate as population, according to USDA. Production for freezing will grow more rapidly because of increased demand, it is said.

Production of fresh vegetables that require cooking before being placed on the table is declining, but production of salad vegetables is expected to increase.

"Demand for processed vegetables has increased because consumers prefer products ready for cooking," USDA economists state. "There are other reasons, of course—uniform quality, and the fact that processed vegetables are more economical at certain seasons."

USDA's estimates foresee these developments for specific commodities:

"Lettuce production should increase faster than population. Growers in the irrigated Western states can furnish lettuce of uniform quality at all seasons. It looks as though this Western leadership in lettuce is going to continue.

"Production of fresh market cabbage should stay closer to the current

levels—as it has during the last 35 years.

"Moderate production increases seem likely for fresh sweet corn. That's assuming the industry will keep up its fine work against worms and continue proper handling after harvest.

However, production of carrots, fresh asparagus, and fresh spinach has been declining, the last two items because of competition from the frozen product. It is doubtful whether today's production levels for these commodities can be maintained."

1956 Pack of Pie Fillings

The 1956 pack of canned fruit and berry pie fillings totaled 3,471,750 actual cases as compared with the 1955 pack of 1,760,555 case, according to a report by the N.C.A. Division of Statistics.

	1955	1956
	(actual cases)	
Apple.....	303,742	847,870
Cherry.....	550,617	953,265
Peach.....	189,834	231,595
Other fruits.....	254,067	418,140
Blueberry.....	238,744	449,678
Other berries.....	222,051	571,196
U. S. Total.....	1,760,555	3,471,750

Other fruits include apricot, apricot and pineapple mix, pineapple, raisin, raisin and apple mix, rhubarb, and mixed fruits. Other berries include blackberry, boysenberry, huckleberry, raspberry, and strawberry.

Report on Trading Stamps

A second report relating to the economic aspects of the use of trading stamps has been issued by the USDA's Agricultural Marketing Service.

This report deals primarily with the effect on consumers of the widespread use of trading stamps by grocers. Included in the publication are results from recent surveys on the attitude of consumers toward trading stamps, who saves stamps and why, consumer ideas about the money value of filled stamp books, and their reaction to redemption merchandise.

The first report, *Do Trading Stamps Affect Food Costs?* (Marketing Research Report No. 147), was issued in January and emphasized chiefly the basic characteristics of the trading stamp plans and some of the economic problems facing retailers and consumers as a result of their widespread use.

In the most recent study, researchers found that consumers differed widely in their feelings regarding trading stamps. Some showed great enthusiasm in their collection of stamps, others were antagonistic to

the plan, and still others were indifferent to it. Some accepted it as a necessary part of the merchandising scheme, while others attempted to have it legislated out of existence. Some consumers felt that they were getting something for nothing, others reasoned that any form of promotion which adds to the cost of doing business necessarily increases the cost of food. At any rate, it was estimated that about 60 percent of all shoppers in the United States were saving stamps.

The report contains a bibliography of recent articles published on the subject of trading stamps. The title is *Trading Stamps and the Consumer's Food Bill* (Marketing Research Report No. 169). A free copy may be obtained from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C.

N.C.A. Represented at Meeting Of Writers and Broadcasters

The annual convention of the American Women in Radio and Television was held April 25 to 28 in St. Louis. Katherine R. Smith, Director of the N.C.A. Consumer Service Division, is an associate member and attended the meetings.

Following the convention she worked in Kansas City, Mo., Topeka and Kansas City, Kans., holding conferences with magazine and newspaper food editors, school and school lunch people and other foods people.

The second Institutional Editorial Conference was held in Chicago on May 3 and 4. The conference members are editors of magazines and publications in the institutional field and commercial people who work in the institutional foods and equipment area. Miss Smith was elected to the board and made treasurer of the organization for 1957-58.

George E. Steele Appointed

George E. Steele, Jr., Director of the N.C.A. Fishery Products Division, has been appointed a member of a newly-created Advisory Committee on Fish and Wildlife.

The 24-man advisory group was established by the Assistant Secretary of the Interior for Fish and Wildlife, Ross L. Leffler, to advise him in matters relating to the Fish and Wildlife Service. The advisory committee members represent commercial fisheries, sport fisheries, and wildlife management groups.

American Weekly

"For Teen-agers—a Bring-it-yourself Buffet" is the title and theme of food editor Amy Alden's "Household Almanac" in the April 28 issue of the *American Weekly* magazine. The almanac is a weekly foods feature.

"Each guest brings a dish, no one works very hard, no one pays very much. And the food can be grand," says Miss Alden. Canned foods play a prominent role among the recipes and suggestions. Included are canned baked beans, boned chicken, pimientos, ripe olives, sardines, boned turkey, and vegetable juice cocktail.

A colorful photograph of beef and olive pizza heads the "Household Almanac" in the May 5 issue of the *American Weekly*. Listed as "Italian Dishes . . . for American Cooks" are five main dish recipes: the pizza, tuna rissota, western-style polenta, veal steak with macaroni, and savory spaghetti amalfi.

All the recipes use canned foods, tomato paste and mushrooms each appearing three times, tomato sauce and ripe olives each twice, and tomatoes and tuna once.

The *American Weekly* is the Sunday supplement magazine section distributed with many metropolitan newspapers over the country.

Parade Magazine

"Your weight-conscious friends will bless you when you serve this delicious luncheon," says Beth Merriman, food editor of *Parade* magazine, introducing an article entitled "Low-calorie Luncheon" in the April 28 issue.

Featured is the recipe for a jellied chicken and tomato salad. Made as a two-layer mold, it calls for canned boned chicken, cream of chicken soup, pimientos, and tomato juice. The meal is handsomely portrayed by black and white photographs. The menu also includes beef bouillon and grapefruit juice.

"Pineapple Macaroons" is Miss Merriman's article in the May 5 issue of *Parade*. The recipe, suggested for entertaining on Mother's Day, uses canned crushed pineapple. It is illustrated by a large black and white photograph of a platter of cookies and two smaller pictures showing steps in preparation.

Parade is the Sunday picture magazine section distributed with more than 50 newspapers throughout the country.

Congressmen Will Receive N.C.A. Farm Youth Guests

Senators and Congressmen of the youths who will be honored at the premiere of the new N.C.A. Farm Youth film are displaying interest in this event, scheduled for May 22. They have arranged to give audiences at the Capitol to the visiting youngsters. These are:

Gary Marlin Bishop, 17, Mount Blanchard, Ohio, winner of the 1956 Canning Crops Contests conducted by the National Junior Vegetable Growers Association.

John Porter, Baldwinville, N. Y., President of N.J.V.G.A., and principal character in the new film, which is titled "The Story of John Porter."

Betty Lou King, Caro, Mich., secretary, N.J.V.G.A.

Sarah Pratt, Ithaca, N. Y., secretary of the New York 4-H Vegetable Growers.

Ralph Harper, Rochester, N. Y., executive committee, N.J.V.G.A., and winner of the national variety trials contest.

All of the group, except young Harper, are in the cast of characters of the film. While in Washington they will be given a sightseeing tour of the city including USDA facilities and will of course attend the film premiere and be introduced to the canners and guests in the audience.

In addition to audiences with their respective Congressmen and Senators during their visit to Capitol Hill, the Information Division and N.C.A. Legislative staff have arranged an audience with Sherman Adams at the White House and are working on similar audiences at the Secretary's Office, USDA and with Vice President Nixon. Photos and accompanying press releases will be part of these visits. N.C.A. staff members who handle the Consumer and Trade Relations Program, along with Dudley-Anderson-Yutzky personnel, also are working on possibilities for special radio and TV coverage of the various events connected with the Farm Youth part of the May meeting.

Publicity on the event is designed to establish the fact of canning industry leadership in canner-grower relations, of which the Farm Youth Program and the film are samples.

The guest list for the film premiere includes not only the N.C.A. Board, Council and Committee members who will be attending the May schedule of meetings, but also USDA officials,

farm organization officers and editors, officers of horticultural and youth organizations, agricultural writers, editors and broadcasters, and representatives of the canning trade press, to enable them to witness the evidence of efforts N.C.A. is making to interest young boys and girls in careers in agriculture, thus assuring the food industry of sufficient trained scientists to meet expanding needs.

Schedule of Meetings During Board Week

Tentative—Subject to Revision

WEDNESDAY, MAY 22

- 9:30 a.m.—Meeting of Legislative Committee, Conference Room, N.C.A.
- 9:30 a.m.—Meeting of Reappraisal Committee, N.C.A.
- 12:30 p.m.—Luncheon Meeting of Canner-Grower Coordinating Committee
- 2 p.m.—Meeting of Convention Program Committee, N.C.A.
- 2 p.m.—Meeting of Consumer and Trade Relations Committee, Library, N.C.A.
- 2-4 p.m.—Open House at N.C.A. Headquarters for new members of the Board of Directors
- 4:30 p.m.—Premiere showing of new color-sound film, "The Story of John Porter," Presidential Room, Hotel Statler, followed by Reception in the Congressional Room, adjoining

THURSDAY, MAY 23

- 9 a.m.—Meeting of Legislative Committee, Caribar Room, Sheraton-Park Hotel
- 9:30 a.m.—Meeting of Administrative Council, Conference Room, N.C.A.
- 12:30 p.m.—Luncheon — Board of Directors, Administrative Council, State Secretaries and N.C.A. guests, Continental Room, Sheraton-Park Hotel
- 2 p.m.—Open Meeting of Board of Directors, Caribar Room, Sheraton-Park Hotel
- 5 p.m.—Reception at the residence of Mr. and Mrs. Carlos Campbell

FRIDAY, MAY 24

- 9 a.m.—Closed Meeting of Board of Directors, Caribar Room, Sheraton-Park Hotel

N.C.A. Cites Industry Efforts Toward Food Law Compliance

Canning industry cooperation with regulatory officials for the protection of consumers was described by N.C.A. Secretary Carlos Campbell this week in an address at the 61st annual conference of the Association of Food and Drug Officials of the United States at Louisville, Ky.

He pointed out that the N.C.A. was conceived and organized by the same group of farsighted canners who, by their own practices, set the example for the industry to guarantee the purity and wholesomeness of canned foods, and whose efforts in this direction were also responsible in large part for enactment of the first Food and Drugs Act in 1906.

Mr. Campbell told the food and drug officials also about continuing N.C.A. activities which are aimed at helping the industry establish and maintain high standards of purity and wholesomeness. He cited particularly the work of the research laboratories in perfecting food processes, preventing contamination through good plant sanitation practices, preventing harmful insecticide residues, continuing cooperation with the government on food standards activities; and the industry's program of standardized descriptive labeling.

Mr. Campbell said that industry, through its trade association, should direct its efforts toward compliance with food and drug regulation and leave the policing job to the government agency. To the extent that compliance is achieved, he stated, the enforcement aspects are reduced.

The N.C.A. attempts to encourage compliance with food and drug regulations, he declared, through the operation of this three-phase program:

"(1) Analyze and explain to the industry all laws and regulations so that every canner understands them clearly.

"(2) Supply the canner with information which will equip him with the knowledge of how he should process and otherwise handle his packing operations to comply with the regulations.

"(3) It is necessary to see that the member actually understands how to use the information supplied, and also to put forth every effort that is feasible in a voluntary association to insure that he does use the information. The Association's obligation to its members in this connection is not fully discharged by merely supplying the information."

Citrus Juices under P.L. 480

USDA has issued to Iceland authorization for purchase of \$50,000 worth or approximately 360 metric tons of canned orange juice, grapefruit juice, or lemon juice, U. S. Grade A or better.

Sales contracts entered into between suppliers and importers between May 9 and November 30 will be eligible for financing. Shipments from U. S. ports may be made no later than December 31. Delivery will be to importer f.a.s. vessel U. S. ports.

The authorization is No. 40-06. Further information regarding the program may be obtained from the Foreign Trade Programs Division, Foreign Agriculture Service, U. S. Department of Agriculture, Washington 25, D. C.; phone Republic 7-4142, extension 6211 or 5433.

Shipments of Glass Containers

Shipments of glass containers for food during the first quarter of 1957 have been reported by the Bureau of the Census, U. S. Department of Commerce.

	Jan.-March 1956	1957 (thousands of gross)
Wide-mouth food (including fruit jars and jelly glasses) . .	7,822	8,606
Narrow-neck food	2,856	2,940

Annual C.M.I. Report on Can Production

The Can Manufacturers Institute has issued its annual report on the amounts of steel and tin consumed in metal cans.

The C.M.I. reports that the industry produced 43.5 billion cans in 1956, enough to furnish 893 for each household in the United States or 16 for every person in the world. An estimated 2,042 different items are packaged in cans.

The report furnishes considerable statistical detail on production of tin cans, by end use, and consumption by geographical districts, over the ten years 1947-56. Copies of the report are obtainable upon request to the Can Manufacturers Institute, 402 Shapiro Bldg., 1413 K St., N.W., Washington 5, D. C.

Forthcoming Meetings

- May 12-16—Institute of Food Technologists, 17th Annual Meeting, Hotel Penn-Sheraton, Pittsburgh
- May 13-15—12th Purdue Industrial Waste Conference, Purdue University, Lafayette, Ind.
- May 17-18—Pennsylvania Canners Association, Sales Clinic, Bedford Springs Hotel, Bedford Springs
- May 19-22—U. S. Wholesale Grocers Association, Annual Convention and Exposition, Hotel Roosevelt, New Orleans
- May 22-24—NATIONAL CANNERS ASSOCIATION, Spring Meeting of Board of Directors, Sheraton Park Hotel, Washington, D. C.
- June 2-3—Michigan Canners and Freezers Association, Spring Meeting, Park Place Hotel, Traverse City
- June 3-7—42d National Conference of Weights and Measures, Sheraton Park Hotel, Washington, D. C.
- June 7—Tidewater Canners Association of Virginia, Inc., Annual Meeting, Indian Creek Yacht & Country Club, Byrdton (near Kilmarnock)
- June 9-13—National Association of Retail Grocers, 68th Annual Convention, Navy Pier, Chicago
- June 17-19—Maine Canners Association, Spring Meeting, Colony Hotel, Kennebunkport
- July 18-19—National Kraut Packers Association, 50th Annual Convention, Catawba Cliffs Beach Club, Port Clinton, Ohio
- June 26-29—Processed Apples Institute, Inc., 6th Annual Meeting, The Greenbrier, White Sulphur Springs, W. Va.
- July 22-24—National Macaroni Manufacturers Association, 53rd Annual Convention, Grand Hotel, Mackinac Island, Mich.
- Aug. 5-7—International Apple Association, Inc., 63d Annual Convention, Cincinnati, Ohio
- Oct. 10-12—Florida Canners Association, 26th Annual Meeting, Americana Hotel, Bal Harbour
- Oct. 20-23—National Association of Food Chains, 24th Annual Meeting, Sheraton Park and Shoreham Hotels, Washington, D. C.
- Oct. 23-31—National Industrial Packaging & Handling Exposition of 1957, Convention Hall, Atlantic City, N. J.
- Nov. 4-6—Iowa-Nebraska Canners Association, Annual Meeting, Hotel Fort Des Moines, Des Moines
- Nov. 7—Illinois Canners Association, Fall Meeting, LaSalle Hotel, Chicago
- Nov. 11-12—Wisconsin Canners Association, 53d Annual Convention, Schroeder Hotel, Milwaukee
- Nov. 20-22—Indiana Canners Association, Fall Meeting, French Lick-Sheraton Hotel, French Lick
- Nov. 21-23—Michigan Canners and Freezers Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- Nov. 24-25—Pennsylvania Canners Association, 43rd Annual Convention, Yorktowne Hotel, York
- Dec. 9-10—Ohio Canners Association, 50th Annual Convention, Neil House, Columbus
- Dec. 14—National Food Sales Conference, National Food Brokers Association, The Conrad Hilton, Chicago
- Jan. 6-8—Northwest Canners and Freezers Association, Annual Convention
- Jan. 9-10—Canners League of California, 35th Annual Fruit and Vegetable Sample Cuttings, Fairmont Hotel, San Francisco
- January—NATIONAL CANNERS ASSOCIATION and Canning Machinery and Supplies Association, 51st Annual Convention, Atlantic City, N. J.
- Jan. 27-29—Canadian Food Processors Association, Annual Convention, Seignior Club, Montebello, P. Q.
- March 2-5—National Association of Frozen Food Packers, Annual Convention, The Conrad Hilton, Chicago
- March 24-25—Canners League of California, 54th Annual Meeting, Santa Barbara Billmore, Santa Barbara

1956 Exports of Canned Foods by Quantity and Value

Exports of canned foods in 1956 rose in both volume and value over 1955 exports, on the basis of a report by the Bureau of the Census, U. S. Department of Commerce.

The value of exports of canned fruits, vegetables, and fruit juices rose from about \$81 million in 1955 to about \$105 million in 1956, an increase of 30 percent.

Exports of canned fish products declined in both volume and value below 1955. But aggregate 1956 exports of these products exceeded considerably the total of 1954.

The value of canned meat exports in 1956 was down for the third straight year.

VOLUME OF EXPORTS

The trend in the volume of exports over the past five years is shown in the following table:

	1952	1953	1954	1955	1956
	(millions of pounds)				
Canned vegetables...	137	151	160	178	225
Canned fruits...	125	130	205	221	311
Fruit juices (gallons)...	25	24	24	26	31
Baby foods...	7	9	9	9	14
Canned fish...	50	47	40	71	63
Canned shellfish...	5	11	9	18	19
Canned meats...	13	23	24	21	21

VALUE OF EXPORTS

The trend in the value of exports over the past five years is shown in the following table:

	1952	1953	1954	1955	1956
	(millions of dollars)				
Canned vegetables...	19	20	22	25	30
Canned fruits...	20	21	31	35	46
Fruit juices...	15	20	19	22	29
Baby foods...	2	2	2	3	3
Canned fish...	11	11	10	17	13
Canned shellfish...	2	3	3	4	5
Canned meats...	8	11	11	9	9

The Bureau of the Census report lists exports by quantity and value for each classification of product and according to country of destination. Copies of the report, known as FT 410, Part I, 1956, are available from Commerce Department field offices.

The statistics do not include shipments to U. S. territories, which are not classified as exports.

On this page is a summary of 1956 exports for each of the classifications of canned fruits, canned vegetables, canned fruit juices, baby foods, canned fish and shellfish, and canned meat products, with comparisons.

	1955		1956	
	Quantity (pounds)	Value (dollars)	Quantity (pounds)	Value (dollars)
Canned vegetables:				
Asparagus.....	25,305,227	5,411,025	32,704,748	6,179,254
Baked beans, pork and beans.....	8,512,579	865,222	6,670,598	660,825
Corn.....	6,704,603	968,941	7,264,742	1,012,650
Peas.....	9,796,180	1,357,038	10,817,988	1,544,113
Soups.....	14,760,033	2,689,131	18,090,038	3,094,027
Tomatoes.....	10,043,291	1,030,016	18,005,977	1,749,712
Tomato paste and purée.....	12,067,775	2,204,384	22,083,095	3,712,421
Tomato sauce for cooking purposes.....	19,036,880	2,061,754	16,287,262	1,842,124
Tomato juice.....	39,340,855	3,608,087	43,638,421	3,922,596
Snap beans.....	3,795,927	411,039	16,882,701	1,709,985
Lima beans.....	185,890	30,435	194,841	32,600
Spinach.....	1,485,778	147,880	1,511,308	146,845
Vegetables and juices, n. e. c.	8,634,709	1,382,283	10,829,737	1,715,591
Pickles.....	7,955,096	830,428	7,434,458	795,909
Catsup, chili sauce, and other tomato sauces.....	9,238,379	1,520,487	12,783,022	2,070,747
Total canned vegetables.....	177,784,102	24,524,176	225,198,906	30,198,471
Canned fruits:				
Grapefruit.....	8,831,164	1,027,176	11,079,120	1,461,099
Berries.....	1,049,749	212,808	713,950	159,452
Apples and sauce.....	1,091,087	141,802	857,896	122,482
Apricots.....	8,701,990	1,284,513	12,267,857	1,857,335
Cherries.....	1,708,694	289,738	1,271,905	241,992
Prunes and plums.....	730,819	116,040	673,534	109,637
Peaches.....	49,502,805	7,112,428	98,666,092	13,292,924
Pears.....	30,076,003	5,001,317	16,700,632	2,821,263
Pineapple.....	61,147,172	9,520,683	102,304,613	14,723,262
Fruit cocktail.....	55,084,654	9,651,998	63,435,400	10,821,456
Fruits, n. e. c.	1,013,014	180,992	1,073,938	213,579
Jellies and jams.....	1,560,201	442,934	1,855,390	508,492
Total canned fruits.....	220,503,352	34,988,440	310,900,327	46,332,373
Fruit juices:				
Pineapple juice.....	2,614,930	1,509,590	3,497,831	2,102,244
Grapefruit juice, single-strength.....	5,148,150	2,457,362	6,603,576	3,295,030
Grapefruit juice, conc. (hot-pack).....	57,424	134,097	74,057	170,414
Orange juice, single-strength.....	7,184,054	4,784,836	9,277,502	7,364,165
Orange juice, conc. (hot-pack).....	977,733	2,750,900	1,381,194	4,734,277
Citrus juices, blended.....	3,111,290	1,863,425	3,350,614	2,237,820
Peach juice and nectar.....	1,050,001	1,159,654	1,104,273	1,262,493
Pear juice, nectar, and pearade.....	2,831,188	2,909,161	2,241,481	2,493,406
Fruit juices, n. e. c.....	3,177,345	4,294,316	3,680,551	5,281,520
Total fruit juices.....	20,158,124	21,923,241	31,211,160	28,941,371
Baby foods:				
Meats.....	478,400	186,929	606,954	259,322
Vegetables.....	2,123,863	565,504	3,208,671	827,508
Fruits.....	6,706,874	1,782,181	9,516,710	2,333,806
Custards and puddings.....	133,633	36,153	174,984	50,557
Total baby foods.....	9,442,830	2,570,827	13,507,319	3,471,193
Canned fish:				
Salmon.....	10,428,523	6,599,482	5,212,073	3,605,753
Sardines in oil.....	1,178,986	245,549	229,074	84,236
Sardines, other.....	45,431,171	7,231,551	39,444,793	6,416,970
Herring.....	146,405	32,480	51,563	13,461
Tuna.....	338,767	197,399	222,380	136,466
Mackerel.....	1,548,168	243,851	2,373,544	335,480
Fish, n. e. c.....	12,305,358	2,326,012	15,276,452	2,823,278
Total canned fish.....	71,377,378	16,876,530	62,810,779	13,415,644
Canned shellfish:				
Shrimp.....	2,831,598	2,456,300	2,451,114	2,650,227
Crabs.....	19,004	25,644	17,015	21,279
Oysters.....	106,294	99,014	140,018	132,841
Shellfish, n. e. c.....	14,802,061	1,364,797	16,147,080	1,878,101
Total canned shellfish.....	17,758,957	3,945,815	18,755,236	4,682,448
Canned meats:				
Beef and veal.....	5,094,375	1,800,247	4,693,102	1,703,729
Hams and shoulders.....	1,199,469	841,571	1,051,548	739,703
Other pork.....	3,772,252	2,432,113	5,162,075	2,780,608
Sausage, prepared sausage meats, bologna, and frankfurters.....	5,491,902	2,312,675	4,623,349	2,080,337
Chicken.....	3,014,802	1,074,563	2,765,238	1,006,344
Meat and meat products, n. e. c.....	2,647,932	751,632	2,538,353	758,412
Total canned meats.....	21,220,752	9,212,801	20,834,565	9,079,128

The initials "n. e. c." stand for "not elsewhere classified."

Status of Legislation

Agricultural trade development—S. 1314 (Ellender of La.), to raise Title I authorizations from \$3 billion to \$4 billion and extend P. L. 480 to June 30, 1958, was passed by the Senate April 1. H. R. 6974 (Cooley of N.C.) was reported by House Agriculture Committee May 9.

Alaska statehood—H. R. 50 (Bartlett), to provide statehood for Alaska, has been considered by the House Interior Subcommittee on Territories in executive session at various times since April 10, with no final action.

Antimerger legislation—H. R. 2143 (Celler of N. Y.), to require prior notification of corporate mergers, was approved, with amendments, by a House Judiciary Subcommittee April 4. S. 198 (O'Mahoney of Wyo.) is pending before Senate Antimonopoly Subcommittee.

Defense procurement—S. 1537 (McClellan of Ark. and McCarthy of Wis.) and a number of companion bills in the House, to create a "Supply and Service Administration" in the Department of Defense for purchase and distribution of common supply items, in line with Hoover Commission recommendations, have been introduced and referred to Armed Services Committees, which are awaiting comments from the Department.

FDA chemical additives—H. R. 6747 (Harris of Ark.) and S. 1895 (Hill of Ala.), the Administration-sponsored bill, would regulate the use of chemical additives in foods. No action scheduled.

Fishermen's Protective Act—Bills to broaden protection of fishermen on the high seas were the subject of a hearing by a House Merchant Marine Subcommittee April 17.

Government contracts—H. R. 722, to amend the Robinson-Patman Act so as to make sales to nonprofit institutions for resale, subject to the Act, will be the subject of hearings by House Judiciary Committee after it receives statements from government agencies concerned.

ICC agricultural exemption—S. 1689 (Magnuson of Wash.) and H. R. 5823 (Harris of Ark.), to amend the agricultural exemption in sec. 203 (b) (6) of the Interstate Commerce Act, have been introduced.

ICC private carrier definition—S. 1677 (Magnuson of Wash.) and H. R. 5825 (Harris of Ark.), to amend the definition of a private motor carrier, as recommended by the ICC, was the subject of hearings by the Senate Surface Transportation Subcommittee May 6-10.

ICC private carrier registration—S. 1490 (Magnuson of Wash.) and H. R. 5664 (Harris of Ark.), to require private motor carriers to regis-

ter with the ICC annually, was approved by the Senate Surface Transportation Subcommittee April 12 but was passed over by the full Senate Commerce Committee at its regular meetings April 15 and again on May 8.

Marketing orders, cranberries—S. 1680 (10 Senators from 5 cranberry producing states) and other bills to amend the Agricultural Marketing Agreement Act so as to authorize marketing orders for cranberries for canning, were the subject of hearings by a Senate Agriculture Subcommittee April 20. N.C.A. opposes.

Packers and Stockyards Act—S. 1356 (O'Mahoney of Wyo.), to transfer antitrust jurisdiction over meat packing operations from USDA to FTC, were the subject of hearings by the Senate Judiciary Antitrust Subcommittee May 1-10.

Potato marketing and labeling—A number of bills to prohibit the sale of potatoes of a lower grade than U. S. No. 2, under certain conditions, were the subject of hearings by the House Agriculture Committee April 15-16 and will be the subject of hearings by the Senate Agriculture Committee May 21-22. N.C.A. will testify May 22. N.C.A. opposes application to canning.

Poultry inspection—S. 1747 (Aiken of Vt.), providing for compulsory USDA inspection of poultry products, was passed by the Senate April 8.

N.C.A. 1956 Financial Report

A copy of the audited financial statement of the N.C.A. for 1956 has been mailed to the headquarters office of each member.

H. R. 6814 was approved by House Agriculture Committee May 3.

Robinson-Patman Act—S. 11 (Kefauver of Tenn.) and H. R. 11 (Patman of Tex.), to restrict the good faith defense against a charge of price discrimination, was the subject of hearings by the Senate Antitrust Subcommittee March 12-20 and March 26-April 5.

Wage-Hour—S. 1853 (Kennedy), which includes proposal to eliminate overtime fishery exemption, was approved, without recommendation, by Senate Labor Subcommittee May 7. The House Labor Subcommittee will hold public hearings in New Orleans May 13-16.

Waste disposal—H. R. 1082 (Byrnes of Wis.), H. R. 2463 (Lipcomb of Calif.), and H. R. 4134 (Simpson of Pa.), to allow rapid amortization of waste disposal facilities and treatment works, have been introduced. N.C.A. supports the proposal, which is before House Ways and Means Committee.

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